BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Certificate in Travel and Tourism Pearson BTEC International Level 3 Extended Certificate in Travel and Tourism Pearson BTEC International Level 3 Foundation Diploma in Travel and Tourism Pearson BTEC International Level 3 Diploma in Travel and Tourism Pearson BTEC International Level 3 Extended Diploma in Travel and Tourism
Unit number and title	**Unit 16: My Country as a Tourist Destination**
Learning aim	**C: Create itineraries for inbound and domestic tourists within a budget**
Assignment title	Selling My Beautiful Country
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You work in a travel company that specialises in developing tours to a variety of destinations in your country. All these tours include transport, accommodation and sightseeing as a minimum and are tailor-made to suit the specific needs of different visitor types. Your teacher will provide you with detailed pen portraits of two different types of visitor who wish to travel in your country. One pen portrait will require a domestic itinerary (for example a family from the south of the country wishing to tour in the north of the country) and one will require an inbound itinerary (for example a group of 20 Japanese tourists wanting to visit the heritage and cultural attractions of the capital city and three other destinations). A total budget or budget per person will be given.
Task 1	You will use the information from the pen portraits provided to develop two different itineraries. Your itineraries will include:

	• Visits to at least four different destinations in your country. • Accommodation, all travel and attractions. • Maps and a detailed breakdown of timings and visits for each day. • Analytical reasons for choices of selected routes, forms of transport, accommodation and ancillary services will be given referencing pen portrait information, including the budgetary requirements. Additional and unstated needs that could enhance the visitor's experience should be considered. • A detailed costing with a cost breakdown showing how the costing has been worked out. In addition provide the following: • A professional email addressed to the visitors to accompany each itinerary. • An appendice justifying how one of your itineraries could be amended to meet the needs of a different type of visitor with different budgetary requirements.
Checklist of evidence required	• Two itineraries • Two accompanying emails • One appendice.

Criteria covered by this task:

Unit/Criteria reference	To achieve the criteria you must show that you are able to:
16/C.D2	Justify how one of your itineraries could be amended to meet the needs of a different type of visitor with different budget requirements.
16/C.M3	Produce comprehensive itineraries analysing the reasons for your choices.
16/C.P6	Explain how the itineraries meet the budget requirements for the visitors
16/C.P5	Prepare two itineraries for different visitor types that include visits to at least four destinations in your country

Sources of information to support you with this Assignment	**This is a generic guide on types of information you may find useful. You will need to find the timetables etc. relevant to your country.** Travel and tourism organisational visits, websites, guest speakers and work experience. • Maps and atlases to identify the locations of destinations and to help with route planning. • Flight, rail and ferry information including timetables. • Brochures, leaflets and guides on a variety of

	different destinations
Other assessment materials attached to this Assignment Brief	